

Arysta LifeScience Hires Turf & Ornamental Business Manager

The logo for Turf, featuring the word "Turf" in a bold, black, sans-serif font. A green grass blade graphic is integrated into the letter "T". A registered trademark symbol (®) is located at the bottom right of the word.The logo for Tree Services, featuring the words "Tree Services" in a bold, black, sans-serif font. A small green leaf graphic is positioned above the letter "i" in "Services". Below the main text is the tagline "Taking Tree Care to New Heights" in a smaller, italicized font. A registered trademark symbol (®) is located at the top right of the word "Services".The logo for DesignBuild, featuring the word "Design" in a black, sans-serif font and "Build" in a bold, orange, sans-serif font. A small orange square graphic is positioned above the letter "i" in "Design". A registered trademark symbol (®) is located at the top right of the word "Build".The logo for PLOW, featuring the word "PLOW" in a bold, blue, sans-serif font. A registered trademark symbol (®) is located at the top right of the word.

Source: www.TurfMagazine.com

Arysta LifeScience North America has hired Laureen (Laurie) Treu as business manager for Turf & Ornamental. 

Prior to joining Arysta LifeScience, Treu owned a consulting business that specialized in mergers and acquisition projects for U.S. fertilizer and global chemical companies. She spent more than 25 years at Chemtura Corporation, serving in multiple roles in Crop Protection that included business management in insecticides and PGRs, commercial development and business director for specialty agricultural products, and in corporate business strategy as director of corporate mergers and acquisitions and integration.

Treu has also served in industry leadership positions with CropLife America and Responsible Industry for a Sound Environment (RISE). She will be based in Southbury, Conn.